



U.S. Embassy, Abu Dhabi ✧ Human Resources Office

VACANCY ANNOUNCEMENT

Digital Production & Engagement Assistant

Announcement Number: V-16-093

OPEN TO: All Interested Candidates / All Sources
POSITION: Digital Production & Engagement Assistant
OPENING DATE: November 15, 2016
CLOSING DATE: December 04, 2016
WORK HOURS: Full-Time; 40 hours/week
SALARY: Ordinarily Resident (OR): AED 170,474 per annum (Starting Salary)
(Benefits are paid in addition to salary) (Position Grade: FSN-09)
See Appendix for OR Definition

For Not-Ordinarily Resident (NOR) in UAE: US \$51,560 per annum
(Starting Salary) (FP-05)

See Appendix for NOR Definition

*Final grade/step for NORs will be determined by Washington.

ALL ORDINARILY RESIDENT (OR) APPLICANTS (See Appendix for definition) MUST HAVE THE REQUIRED WORK AND/OR RESIDENCY PERMITS TO BE ELIGIBLE FOR CONSIDERATION.

The U.S. Embassy in Abu Dhabi is seeking eligible and qualified applicants for the position of Digital Production & Engagement Assistant (Position No. A70141) in the Public Affairs Office (PAO).

NOTE: Due to the high volume of applications received, we will only contact applicants who are being considered. Thank you for your understanding.

BASIC FUNCTION OF POSITION

Leads Mission UAE's digital engagement, strategy, and creation; including overseeing the efforts of the Digital Media LES in Dubai. Communicates mission policy priorities through photos, graphics, and video multimedia products. Develops innovative ways to package content for distribution through traditional media, digital media, and/or in person engagements. Oversees graphics multimedia content, and other innovative engagement techniques. Creates and manages multiple brands across PD platforms, product lines, activities, projects, initiatives, and campaigns. Applies industry standards, best practices, and project management techniques to research and development of content. Explores new platforms, packaging, techniques, tools and methods for engaging specific audience groups. Ensures all content is search engine optimized (SEO); maintains a taxonomy of all content tags and content archive. Works with contract designers, developers, and multimedia specialists as required. Manages the day-to-day operations of the Mission's flagship online communities. Liaises with all Mission elements and external partners to gather and distribute content on appropriate channels. Ensures all content is customized and packaged for the appropriate platform and audiences. Leads design of and hosts regular social media

campaigns and online chats. Is the Advisor on industry standards and best practices in digital engagement. Researches new platforms, tools, and other engagement opportunities and finds creative solutions to strategy an engagement challenges. Analyses and monitors current and past PD campaigns, activities, projects and initiatives, to track and report on their success.

QUALIFICATIONS REQUIRED

Applicants must address each required qualification listed below with specific information supporting each item. Failure to do so may result in a determination that the applicant is not qualified.

Education:

- Four years university degree in computer science, journalism, communications, or politics is required.

Experience:

- Two years' experience in social media, multimedia production, online publication, or computer science, is required.

Language: (this will be tested):

- English level III (Good Working Knowledge) Reading/Speaking/Writing is required.
Arabic level IV (Fluent) Reading/Speaking/Writing is required.

Knowledge:

- High level expertise with Instagram, Twitter, Facebook, and other social media platforms is required.

Skills & Abilities:

- Expertise with Microsoft Office software, social media monitoring tools, website development, and basic statistics required.

HIRING PREFERENCE SELECTION PROCESS:

When qualified, applicants in the following hiring preference categories are extended a hiring preference in the order listed below. Therefore, it is essential that these applicants accurately describe their status on the application. Failure to do so may result in a determination that the applicant is not eligible for a hiring preference.

HIRING PREFERENCE ORDER:

- (1) AEFM / USEFM who is a preference-eligible U.S. Veteran*
- (2) AEFM / USEFM
- (3) FS on LWOP**

*** IMPORTANT:** Applicants who claim status as a preference-eligible U.S. Veteran must submit a copy of the most recent Member Copy Four (4) of the DD-214, Certificate of Release or Discharge from Active Duty, and, if applicable, a letter from the U.S. Department of Veterans Affairs. If claiming conditional eligibility for U.S. Veterans' preference, applicants

must submit proof of conditional eligibility. If the written documentation confirming eligibility is not received in the HR office by the closing date of the vacancy announcement, the U.S. Veterans' preference will not be considered in the application process. Mission HR's decision on eligibility for U.S. Veterans' preference after reviewing all required documentation is final.

**** This level of preference applies to all Foreign Service employees on LWOP.**

ADDITIONAL SELECTION CRITERIA:

1. Management may consider the following when determining successful candidacy: nepotism, conflicts of interest, budget, and residency status.
2. Current OR employees serving a probationary period are not eligible to apply. Current OR employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report (EPR) are not eligible to apply.
3. Current NOR employees hired on a Family Member Appointment (FMA) or a Personal Service Agreement (PSA) are not eligible to apply within the first 90 calendar days of their employment, unless they have a When Actually Employed (WAE) work schedule.
4. Candidates who are EFM, USEFM, AEFM, or MOHs must have at least one year remaining on their sponsor's tour of duty to be considered eligible to apply for this position.

HOW TO APPLY:

Applicants must submit the following documents to be considered:

(Failure to do so may result in a determination that the applicant is not qualified).

- **Universal Application for Employment (UAE) (Form DS-174), which is available on our website: <http://abudhabi.usembassy.gov/jo.html>, is mandatory.**
- A resume may NOT be used as a substitute for the DS-174.
- Applications submitted after the closing date will not be considered.
- Applications exceeding 1 MB will not be accepted.
- Unless specified above, do not provide us with certifications, photographs, or scans of any documentation at this time. Additional documentation may be requested only if the applicant is selected for an interview.
- **EFM, USEFM, and AEFM applicants must clearly indicate their status in the text and subject line of their application.**
- **List any relatives or members of your household that work for the U.S. Government (include their Name, Relationship, Agency, Position, and Location).**
- **SUBMIT APPLICATION TO:**

AbuDhabiRecruitments@state.gov

(Please note **"V-16-093 Digital Production & Engagement Assistant"**
in the subject line of the email)

EQUAL EMPLOYMENT OPPORTUNITY: The U.S. Mission provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion,

sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs. The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.

Appendix (DEFINITIONS)

Eligible Family Member (EFM): An EFM for employment purposes is defined an individual who meets **all** of the following criteria:

- U.S. Citizen or not a U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in [3 FAM 1610](#)); **or**
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support; **or**
- Parent (including stepparents and legally adoptive parents) of employee, spouse, or same-sex domestic partner, when such parent is at least 51 percent dependent on the employee for support; **or**
- Sister or brother (including stepsisters and stepbrothers, or adoptive sisters or brothers) of the employee, spouse, or same-sex domestic partner when such sibling is at least 51 percent dependent on the employee for support, unmarried, and under 21 years of age, or regardless of age, incapable of self-support; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; **and**
- Is under chief of mission authority.

U.S. Citizen Eligible Family Member (USEFM): A USEFM for employment purposes is an individual who meets **all** of the following criteria:

- U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in [3 FAM 1610](#)) of the sponsoring employee; **or**
- Child of the sponsoring employee who is unmarried and at least 18 years old; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; and resides at the sponsoring employee's post of assignment abroad, or as appropriate, at an office of the American Institute in Taiwan; and is under chief of mission authority; **or**
- resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under 3 FAM 3232.2; **or**
- Currently receives a U.S. Government retirement annuity or pension from a career in the U.S. Foreign Service or Civil Service.

Appointment Eligible Family Member (AEFM): An AEFM for employment purposes is an individual who meets **all** of the following criteria:

- U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in [3 FAM 1610](#)) of the sponsoring employee; **or**
- Child of the sponsoring employee who is unmarried and at least 18 years old; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan (AIT); **and**
- Is under chief of mission authority; **and**
- Is residing at the sponsoring employee's post of assignment abroad or, as appropriate, at an office of the American Institute in Taiwan; **and**
- Does **NOT** currently receive a U.S. Government retirement annuity or pension from a career in the U.S. Foreign Service or Civil Service.

Member of Household (MOH): An individual who accompanies or joins a sponsoring employee, i.e., sponsor is a direct hire employee under Chief of Mission authority, either Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad at a U.S. mission, or at an office of the American Institute in Taiwan. A MOH is an individual who meets the following criteria:

- (1) Not an EFM and therefore not on the travel orders or approved through form OF-126 Foreign Service Residence and Dependency Report of the sponsoring employee; and
- (2) Officially declared by the sponsoring U.S. Government employee to the Chief of Mission (COM) as part of his or her household and approved by the COM; and
- (3) Is a parent, grandparent, grandchild, unmarried partner, adult child, foreign born child in the process of being adopted, father, mother, brother, sister, father-in-law, mother-in-law, son-in-law, daughter-in-law, brother-in-law, sister-in-law, stepfather, stepmother, stepson, stepdaughter, stepbrother, stepsister, half-brother, or half-sister who falls outside the Department's current definition of Eligible Family Member 14 FAM 511.3. A MOH may or may not be a U.S. Citizen.

Not Ordinarily Resident (NOR): An individual who meets the following criteria:

- An EFM, USEFM or AEFM of a direct-hire Foreign Service, Civil Service, or uniformed service member permanently assigned or stationed abroad, or as appropriate, at an office of the American Institute in Taiwan; or
- Has diplomatic privileges and immunities; and
- Is eligible for compensation under the FS or GS salary schedule; and
- Has a U.S. Social Security Number (SSN); and
- Is not a citizen of the host country; and
- Does not ordinarily reside in the host country; and
- Is not subject to host country employment and tax laws.

Ordinarily Resident (OR): An individual who meets the following criteria:

- A citizen of the host country; or

- A non-citizen of the host country (including a U.S. citizen or a third-country national) who is locally resident and has legal and/or permanent resident status within the host country and/or who is a holder of a non-diplomatic visa/work and/or residency permit; and/or
- Is subject to host country employment and tax laws.